

Sunday 15th April

Weekly tips and ideas for business professionals



The search for value

# Negotiation Update



The Bellagio and Caesar's in Las Vegas. We'll be back in September.

Written and published by Tom Beasor

Tom Beasor is Managing Director of Blue Line Consultancy Ltd.

Contact Tom at: [tom@beasor.com](mailto:tom@beasor.com) or on +44 (0)207 252 0377

Contact BLC Ltd at 11 Kinburn Street, London SE16 6DN England

Copyright ©Tom Beasor 2007. All rights reserved.

Back issues of the tips are always available free. Please ask. The archive is at [www.beasor.com](http://www.beasor.com) where you can catch up with recent copies.

We're happy for you to put our tips on your company intranet at no cost. Formats are Powerpoint and Adobe pdf.

If you wish to unsubscribe then please reply to: [tom@beasor.com](mailto:tom@beasor.com) and put "unsubscribe" in the title box.

Your privacy is assured. Your name will never be shared with a third party.

## Sunday morning...

Sunday morning in South London and taking a while to get over the jet lag.

It's a hot weekend and the weather seems to be haywire...and from what I see of New York I'm sure they'd agree with me.

I look forward now to a couple of weeks writing and marketing. With the new SDI product to put into the South African market I'll be checking out clients and opportunities. I'll be there in June so I'll do some preparatory work for that trip.

This is an amazing period of sport in the UK. It's good to be at home and watching it in real time rather than watching it at 3.00 in the morning or taping it. Today we've got Cricket, Formula 1 and Football. We're all have square eyes.

Enjoy your week with 3 tips as usual ...

## This week I...

started rereading On the Road by Jack Kerouac. It must be 30+ years since I last read it. I bought a mobile phone for £29.99 that was £139.99 just two months ago...try to work that one out!

I bought 12 Krispy Kreme doughnuts for my size zero niece who'll munch all 12 and not put on an ounce...is that fair or what?

I spent a relaxing week watching more sport on the television than can be imagined...and will repeat the dose next week...especially on Tuesday when England play South Africa.

## And finally...

11/04/2007 22:30 - (SA)

Pomona - A man who Californian authorities say tried to steal a 680kg bank ATM machine, was captured after his prosthetic leg fell off during the getaway.

Gregory Daniels, 48, was arrested on Tuesday on suspicion of burglary for the attempted heist from Pomona Ranch Market, police said.

Daniels and another man drove up to the market about 03:00, smashed a window, wrapped a chain around the cash machine and used their pickup truck to rip it from the floor, authorities said.

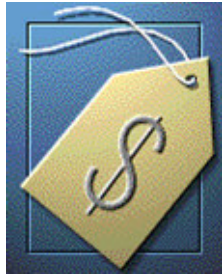
After loading it into the truck, the pair drove off.

Officers chased the truck into a residential neighbourhood, where the men drove into a dead-end street.

Daniels' alleged accomplice fled, but police said Daniels was not able to escape.

"He was unsuccessful, as his prosthetic leg fell off," a police spokesperson said.

The ATM and its cash were recovered.



## The search for value

# Management Tips

289

### Success

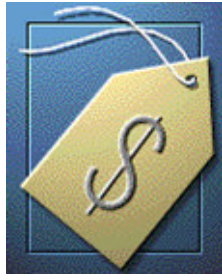
One of the reasons that there's stress in the workplace is because people and companies can define success in different ways.

I worked for a company some years ago that defined success as personal P&L success. The numbers came out every week and you either won or lost on your numbers. People lasted about 2 years until the numbers pushed them out. Nobody got trained and people were hired and fired.

I went from that job to another company in the same sector that defined success as a team exercise. The ethos there was that everybody won or lost depending on company and team performance. In this second company people pulled together...in the first company they definitely pulled separately.

This is the difference between Tigers and Wolves. Tigers hunt alone and Wolves hunt in packs. Individuals or teams.

You should try to work for a company that sees life your way. To do otherwise can lead to a short and not very pleasant experience.



## The search for value

# *Sales Tips*

341

### New business

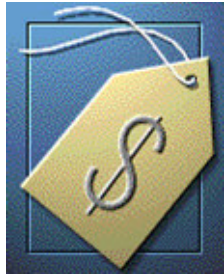
I'll give you three sources of new business.

The first group are orphans. These are the people that you did business with last year or the year before but you haven't heard from them recently. Orphans can sometimes miss their family so bring them home. Contact them and check them out. If they bought from you before then you're already half way home.

The second group are your current client base. I sell to some pretty large organisations and my challenge is to deep mine those organisations and sell to as many different branches of that company as possible. If they're already buying from you then you should have a much easier sell.

The third source of new business are referrals. Every customer has friends and colleagues. Every customer knows people in their business. Don't be shy to ask for help in taking your product or service to your customer's connections.

That's three sources of new business without even thinking about the usual source of new business...i.e. strangers. I'm not too happy dealing with complete strangers. I've enough on my plate dealing with people who already know of me.



## The search for value

# *Negotiation Tips*

361

### Raise or pass

If you're playing aggressive poker you'll know that you shouldn't just be calling with a hand of cards. You should either get the money on the table (raise) or get out of the game (pass).

There are many situations in negotiation where you have to decide how to play your hand. What choices do you have:

We could pass. We don't wish to play with you. You win.  
We could raise. We want to make more money from this deal.  
We call. We'll move this deal forward and see what happens.  
We check. We're not sure what to do so we'll hold fire.

I don't think that poker has the answer to every negotiation situation but poker forces you to make decisions. You pick up your cards and you're forced to make a decision with your money.

The next time that you do into a negotiation ask yourself what you'd do if it were a hand of poker. Are we sitting with Aces...let's raise. Are we sitting with 2's and 3's we pass. Maybe we can't pass so let's check and see how we can improve our position when we have more information.

Good poker players make good decisions. Good negotiators also make good decisions...that's where the similarity lies.